

# WHEN YOU INHALE

*and all smokers do,  
some of the time!*

**REASON** it out. Inhaling means more contact of smoke with nose and throat passages . . . so *chances* of irritation must *increase!* Be sure you know this vital difference—reported by doctors who compared five leading cigarettes.

**ON COMPARING**—THE IRRITANT QUALITY IN THE SMOKE OF THE FOUR OTHER LEADING BRANDS WAS FOUND TO AVERAGE MORE THAN THREE TIMES THAT OF THE STRIKINGLY CONTRASTED PHILIP MORRIS . . . AND THE IRRITATION LASTS MORE THAN FIVE TIMES AS LONG!

Enjoy this *complete* smoking pleasure,  
—enjoy it *without* worry about  
throat irritation.



## AMERICA'S FINEST CIGARETTE

Today they cost no more  
than ordinary popular-  
price cigarettes (

). So  
why deny yourself Philip  
Morris' superiority?



**CALL FOR PHILIP MORRIS**  
**FINER PLEASURE - PLUS REAL PROTECTION!**

**TASTE BETTER—PROVED BETTER FOR YOUR NOSE AND THROAT!**

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